

1. Water-in-oil emulsions

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- (a) with a water phase with a content of water and optionally water-soluble substances totalling at least 75% by weight and an oil phase with a content of lipids, emulsifiers and lipophilic constituents totalling at most 25%, based in each case on the total weight of the emulsions,
 - (b) whose oil phase is chosen from the group of lipids or lipid mixtures, where the total polarity of the lipid phase is between 20 and 30 mN/m,
 - (c) comprising at least one interface-active substance, selected from the group consisting of alkylmethicone copolyols, alkylidimethicone copolyols, and mixtures thereof,
 - (d) comprising one or more cationic polymers,

and having a viscosity at 25°C which is less than 5000 mPa·s.

- 2. The water-in-oil emulsions of Claim 1, wherein the amount of water and water-soluble substances is greater than 80% by weight, based on the total weight of the emulsions.
- 3. The water-in-oil emulsions of Claim 1, wherein the interface-active substances are selected from the group consisting of cetyltrimethicone copolyol, lauryltrimethicone copolyol and mixtures thereof.
- 4. The water-in-oil emulsions of Claim 1, wherein the oil phase consists of at least 50% by weight, of at least one substance selected from the group consisting of hexyldecanol, octyldodecanol, dicaprylyl ether, caprylic/capric triglycerides, octyl palmitate, isopropyl stearate, octyl octanoate, C₁₂₋₁₅-alkyl benzoates, cetylstearyl isonanoate, butylene glycol caprylate/caproate, tricaprylin, octyldodecyl myristate, di-C₁₂₋₁₃-alkyl tartrates, caprylic/capric diglycerol succinate, octyl isostearate, stearyl heptanoate, cocoyl caprylate/caproate, isopropyl palmitate, cetylstearyl octanoate, octyl stearate, and a mixture of butyldecanol/hexyldecanol/hexyloctanol/butyloctanol.
- 5. The water-in-oil emulsions of Claim 1, wherein cationic polymers are present in an amount of from 0.01 to 10% by weight, based on the total weight of the emulsions.

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6. The water-in-oil emulsions of Claim 1, wherein said cationic polymer(s) is/are selected from the group consisting of cationic cellulose derivatives, cationic starch, copolymers of diallylammonium salts and acrylamides, quaternized vinypyrrolidone/vinylimidazole polymers, condensation products of polyglycols and amines, quaternized collagen polypeptides, quaternized wheat polypeptides, polyethyleneimine, cationic silicone polymers, copolymers of adipic acid with dimethylaminohydroxypropyldiethylenetriamine, copolymers of acrylic acid with dimethyldiallylammonium chloride, polyaminopolyamides, cationic chitin derivatives, cationic guar gum, quaternized ammonium salt polymers, and cationic biopolymers.
 7. The water-in-oil emulsions of claim 1, wherein said contents of lipids, emulsifiers and lipophilic constituents total at most 20% by weight, based on the total weight of the emulsions.
 8. The water-in-oil emulsions of claim 5, wherein the content of water and water-soluble constituents is between 75 and 80% by weight, based on the total weight of the emulsions.
 9. The water-in-oil emulsions of claim 2, wherein the amount of water and water-soluble substances is greater than 85% by weight, based on the total weight of the emulsions.
 10. The water-in-oil emulsions of claim 4, wherein the oil phase consists of at least 75% by weight of said at least one substance, based on the total weight of the emulsions.
 11. The water-in-oil emulsions of claim 5, wherein said cationic polymers are present in an amount of from 0.25-1.25% by weight, based on the total weight of the emulsions.
 12. The water-in-oil emulsions of claim 6, wherein said cationic biopolymers are selected from the group consisting of chitosan, having an average molecular weight of from 50,000 to 2,000,000 g/mol, determined by means of gel permeation chromatography, and a degree of acetylation of from 10 to 99%, determined by means of ¹H-NMR.